

## CASE STUDY – IATA TRAINING & DEVELOPMENT INSTITUTE offers *emerit* training at accredited schools

### THE CUSTOMER'S CHALLENGE

International Air Transportation Association (IATA) represents over 240 airlines comprising 84% of total global air traffic. Facing a labour shortage the IATA Training and Development Institute (ITDI) determined that offering a first class hospitality training program would attract new people to the sector globally. They chose to partner with the Canadian Tourism Human Resource Council (CTHRC) as its *emerit* hospitality training program has been developed for the tourism industry by the tourism industry and “is recognized globally as being leading edge and second to none.”\*

### THE *emerit* SOLUTION

**emerit Consulting Solutions** has developed occupational standards and certification as well as relevant and practical training by collaborating with tourism industry professionals. It regularly updates its programs to ensure each resource meets the changing needs of the each occupation and the industry at large.

Given the relevant and comprehensive training already created, ITDI chose to co-brand *emerit* training and assessment programs for nine key occupations. In addition they worked with *emerit* Consulting Solutions team to update several air transport sector training products, revise existing curricula, and provide custom development work for some products.

### RESULTS TAKE FLIGHT

ITDI is now offering *emerit* certified training programs to their network of 245 accredited schools around the world. People considering a career in the hospitality industry can receive the most comprehensive training available to ensure they are trained to perform to the highest workplace standards and to put them at the front of the line for hiring and promotion opportunities.



*“The emerit program is recognized globally as being leading edge and second to none.”*

*Tony Pollard  
President  
Hotel Association of  
Canada (HAC)*

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### ABOUT *emerit* CONSULTING SOLUTIONS

*emerit* is Canada's national brand of tourism and hospitality training, standards and professional certification. Developed by the Canadian Tourism Human Resource Council (CTHRC), in conjunction with representatives from industry, labour and education, *emerit* training and certification products and services help the tourism sector improve financial performance by improving people performance.

For more information, visit [www.emerit.ca](http://www.emerit.ca) or call us @ 1 800 486-9158.

### *emerit* BENE[FITS]

- Custom training and assessment solutions tailored to fit your company's culture
- Ready-made skills training to augment current brand training regimen
- Over 20 years experience working with industry committees, owners/operators, and educators

**Let us train for skill,  
as you train for culture**